

HUB REVIEW FINDINGS – EL CERRITO DEL NORTE STATION

Date of Hub Review:

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Participants:

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Existing Hub Conditions:

The El Cerrito Del Norte BART Station is one of two BART stations in the City of El Cerrito. While the hub is not the “end of line” station for the BART Richmond line, it does attract significant use by BART patrons and bus transit service because of its proximity to I-80. This station has approximately 2200 parking spaces and 20+ bus stops in the bus transfer facility of the station or on San Pablo Avenue. Local and regional bus service is provided by AC Transit, Golden Gate Transit, Fairfield/Suisun Transit, Vallejo Transit, and WestCAT.

CORRECTIVE ACTIONS

WAYFINDING:

El Cerrito Del Norte has an eclectic mix of signs that include some of those originally provided by BART along with 30 years of add-on signs that collectively result in confusion, inconsistency and inaccurate information. Of particular note at the hub review is the lack of signage from BART to specific bus loading areas. As such, the station would greatly benefit from a comprehensive wayfinding sign program that is based on simple regional transit wayfinding sign principles to improve the conflicting, outdated and incomplete signage that exists today. To this end, the program would contain straightforward, legible, and hierarchical information directing customers between connecting transit services and station entries/exits.

Wayfinding program corrective actions should include but are not limited to:

Identification of station or transit operator

- Add station name to BART logo signs and front and sides of station. Include logos for other transit operators (see checklist questions #1, 5; photos #1-2);
- Install pathfinder signs from I-80, surrounding streets, pedestrian ways and greenway (see checklist questions #2, 3; photo #3);
- Add bus operators logos for AC Transit, Fairfield/Suisun Transit, Golden Gate Transit, Vallejo Transit and WestCAT Transit agencies at hub entries and BART faregate exits (see checklist questions #6, 7; photo #3);

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Moving around or entering or exiting the station

- Install signs at all decision points in the hub which direct passengers between BART, AC Transit, Fairfield/Suisun Transit, Golden Gate Transit, Vallejo Transit and WestCAT Transit services, ticket machines, RTICs, bicycle facilities, and the accessible pathway. These would be located at locations such as:
 - Station entrances/exits;
 - RTIC and ticket machines;
 - Between BART and bus transit center (photo #4);
 - BART police substation.
- Use a consistent set of graphics, fonts, and colors for directional signs (see checklist questions #10 - #15);
- Include operator logo on all directional signs (see checklist question #6). This is especially important at El Cerrito del Norte because of the large number of bus providers. Operator logos on directional signs would help users find their desired bus stop;
- Use a consistent and bold arrow design at all decision points (checklist question #16);
- Add international icons and symbols where appropriate;
- MTC will work with a transit operator who will take the lead on the development of a comprehensive and consistent wayfinding sign program, including providing funding for program development and P S & E costs.

Identification of where to board or wait for transit

- Install bolder bus stop identification including transit operator and route numbers (see checklist question #17, #19; photos #5-6);
- Clarify the destination for bus routes where different boarding points are used for opposite directions of travel (see checklist question #18; photo #7);
- Provide schedule information at WestCAT and Golden Gate Transit bus stops/shelters. Ensure that the information at these and all other bus stops is maintained and replaced as needed (see checklist questions #20, #25; photo #8);
- Install consistent Braille signs on all bus stop poles and/or shelters. Use mounting hardware that allows for changeable route information (see checklist question #23).

CUSTOMER INFORMATION:

Customer information at the El Cerrito BART station is scattered throughout the station; presentation is not well organized and is hard to find. Often the display case header does not correspond to the information provided. Information is limited to the operations and services at the hub and is often outdated. Customer information displays should be coordinated with the new wayfinding sign program at key locations within the facility

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(photos #13-17). The new program would address, but not be limited to, the following customer information elements:

Regional Transit Information (RTIC)

There is no official RTIC at this station.

- An RTIC should be located at a central location and include:
 1. The regional 511.org transit map; and
 2. Subregional or system map for local operators.
- Combine RTIC installations with local transit/customer information wherever possible.
- Use consistent graphics, message and hierarchy of information that promotes 511.org and local operator information (see checklist questions #26, #27).

Local Transit Information

- Establish four locations in the hub where customer information is provided including:
 1. Subregional or system map for local operators;
 2. Schedules and service hours;
 3. Fares and specific system information;
 4. Hub layout map; and
 5. Local vicinity map.
- These displays should be combined with RTICs where possible. The following locations are suggested:
 - Inside the BART faregates;
 - Outside the faregates near bus boarding platforms (two locations);
 - At the most westerly bus boarding platform;
- Centralize the location of distributed printed schedules and brochures.

REAL-TIME SIGNAGE:

Existing Real-Time Signage

Real-time signage is located at the BART platforms and at the BART station agent's booth (photo #18). Currently the sign at the station agent booth reports on status of station elevators throughout the BART system. In addition, AC Transit has four NextBus signs at stops for the Rapid Bus routes 72, 72M, and 72R (photos #19-20).

Future Real-Time Signage Installations

- Given existing conditions observed at the station, it is recommended that AC Transit continue with its real-time NextBus installation and expand the program to include all AC Transit routes at this hub. Signs should be larger and easier to read.

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- As real-time technology is available to other bus operators at this facility, this information should also be posted at the appropriate bus stop and/or in a central location(s) in the bus transfer facility.
- In the future, and based on further recommendations by the MTC Real-time Architecture Study, additional real-time signs may be appropriate for this hub near the station entry/exit gates.

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STATION PHOTOGRAPHS



1. No station name at station entrance



2. Station name is visible once inside the BART lobby.



3. BART logo at entrance from neighborhood.



4. Difficult to identify operator or routes at more distant boarding platforms

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5. Bus route flags are blocked by canopies.



6. Difficult to identify boarding area from a distance.



7. This route for opposing directions of travel load at different locations in the hub. Note the small destination label.



8. Lack of specific schedule information for this Golden Gate Transit route.



9. AC Transit stop flag.



10. WestCAT stop flag.



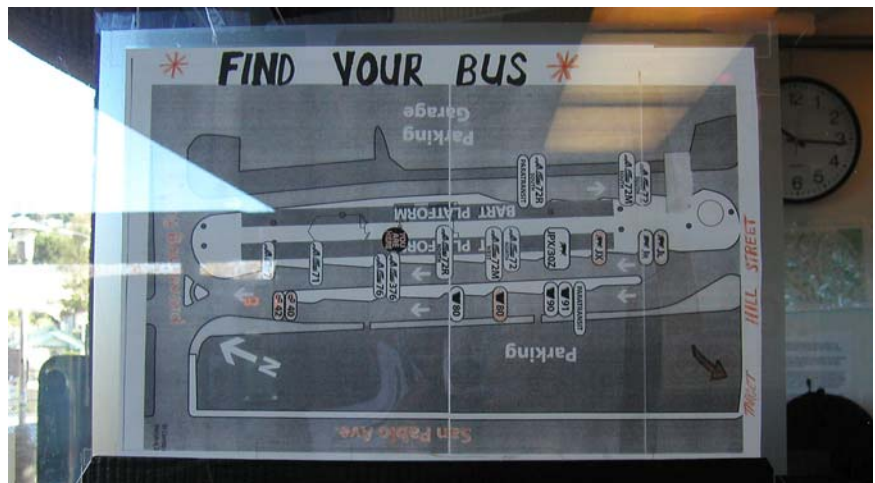
11. Vallejo Transit stop flag.

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12. Golden Gate Transit stop flag.



13. Bus boarding map at station agent booth.



14. Bus boarding locations in display case.



15. Bus schedules. Note title "Bus Boarding Locations".



16. BART system map and local area map

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17. AC Transit map



18. Real-time sign at BART platform.



19. Real-time bus AC Transit Route 72 stop.



20. Close-up of Route 72 real-time sign.

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Hub Review Checklist Summary			
			WAYFINDING
Yes	No	N/A	
			Identification of station or transit operator
3	13		1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. <ul style="list-style-type: none"> Station is visible but there are no signs that identify the station name. Also, no wayfinding signs from the freeway, surrounding streets or the greenway.
3	13		2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. <ul style="list-style-type: none"> Add name and logo to BART entrance sign.
2	14		3. Transit operators serving the hub are clearly identified at the entrances with their logo and name. <ul style="list-style-type: none"> Add logos for AC Transit, Golden Gate Transit, WestCAT and BayLink. Improve Golden Gate and BayLink color coding.
6	7		4. Station identification reinforces information on printed maps and schedules. <ul style="list-style-type: none"> Not accessible. Newspaper rack blocks BART map.
3	13		5. Station name is identified on the entrance sign along with agency logo. <ul style="list-style-type: none"> No station name. Need name at all entrances and on bus canopies.

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			Moving around or entering or exiting the station
Yes	No	N/A	
0	14		6. Agency logos are included with names on directional signs within the facility. <ul style="list-style-type: none"> No bus agency names on directional signs and no directional sign from faregates to bus platforms.
0	15		7. Turnstile level street exit directional signs also include connection agency names and logs. <ul style="list-style-type: none"> No bus agency names on exit signs. Need more information and directional arrows.
2	15		8. Vital connections information is grouped together on signs. <ul style="list-style-type: none"> Not near bus transit areas, hard to find.
0	17		9. Connection directions are provided at each decision point and there are no gaps in the connection directional information flow. <ul style="list-style-type: none"> Open station layout results in few decision points. Need sign when exiting trains to stairs and escalators.
1	15		10. Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations <ul style="list-style-type: none"> Not currently provided. Need this information.
0	15	3	11. Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines. <ul style="list-style-type: none"> No walking distances and hard to find.
1	8	4	12. In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services. <ul style="list-style-type: none"> BART signs are available at platforms and at station agent booth. Need to know bus route numbers.
4	8		13. Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines. <ul style="list-style-type: none"> Most signs but not all. Buildings and bus shelters block signs.
3	14		14. Exiting connection information is color-coded to emphasize and make it easier to find directions and connections. <ul style="list-style-type: none"> Need logos for bus operators; directional signs are not clear.
5	10		15. Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels. <ul style="list-style-type: none"> Most are consistent but not all. Most AC Transit signs are clear. Many are too small and suffer from contrast, illumination and weathering issues.
3	13		16. Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages. <ul style="list-style-type: none"> No arrows at bus platforms. Directions are not clear or consistent.

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			Identification of where to board or wait for transit
Yes	No	N/A	
6	14		17. Transit boarding platforms are clearly and boldly identified. <ul style="list-style-type: none"> • Yes for BART, no for buses. Nothing is bold; bus stops are difficult to see and need to include pedestrian drop-off as part of wayfinding sign program.
1	17		18. Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name). <ul style="list-style-type: none"> • Many lights are burned out on illuminated signs and it is not clear which side to go to for bus services.
2	16		19. At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and "real-time" departure is provided. <ul style="list-style-type: none"> • Yes for AC Transit and WestCAT. • Need information for loading a bicycle.
5	10		20. Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines. <ul style="list-style-type: none"> • Mostly provided, but maintenance is an issue. • Not consistent for all bus operators; Provided for AC Transit and BayLink, but not for WestCAT and Golden Gate.
6	12		21. Bus stop signs have agency logos large and bold. <ul style="list-style-type: none"> • Logos are good but not large enough. Golden Gate has an old logo.
0	12	2	22. Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs. <ul style="list-style-type: none"> • Parking restrictions should be on a standalone sign.
13	3		23. Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines - minimum 2" route number character height.
14	4		24. Bus stop sign faces are visible from each approach direction. <ul style="list-style-type: none"> • Yes for all except one. Not consistent, needs a larger sign.
3	11	1	25. Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist. <ul style="list-style-type: none"> • No bus route information on shelters.

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			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
2	15		<p>26. Transit information in Regional Transit Information Display Cases is accurate and easy to read.</p> <ul style="list-style-type: none"> • RTICs are dispersed and not coherent. • There is no obvious location for transit information and "Spare-the-air" info is out of date.
3	14		<p>27. Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases.</p> <ul style="list-style-type: none"> • BART system maps are good. AC Transit map is posted. • No accurate or up-to-date information. • Some but not all bus agency maps and schedules are available at the station agent's booth.
5	13		<p>28. Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub.</p> <ul style="list-style-type: none"> • There are some bus locator maps but generally the information is not correct and it is not in close proximity to buses.
			Local Transit Information
12	6		<p>29. Hub layout maps are provided in the hub information display case.</p> <ul style="list-style-type: none"> • Information is not correct. • Too small scale and too difficult to find. • Use a "spider" map style.
8	8		<p>30. Map of hub vicinity with landmarks and attractions is posted in the hub information case.</p> <ul style="list-style-type: none"> • "You are here" is not correct on the station map. • Sign is not near other information and there are not landmarks for easy use. • No identification of Ohlone Greenway. • Map needs color coding.
4	14		<p>31. Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find.</p> <ul style="list-style-type: none"> • Needs more local information regarding destinations and the greenway.
3	15		<p>32. Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms.</p> <ul style="list-style-type: none"> • Not consistent and not at platforms.
9	6		<p>33. Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases.</p> <ul style="list-style-type: none"> • Many schedules available, but not all that are identified by RTIC information. • Mostly BART and AC Transit information is available.

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			REAL-TIME SIGNAGE
Yes	No	N/A	
			Existing Real-Time Signage
15	2		34. Real-time signage is provided at the hub.
			35. Location of signs (indicate on station diagram). <ul style="list-style-type: none"> • BART platforms and one at station agent's booth. • Four AC Transit Nextbus, Inc. signs.
			36. Description and photo of signage types. <ul style="list-style-type: none"> • BART signs have train arrival, next train, time, customer information, system safety announcements and advertising. • AC Transit has time and next bus information. These signs are too small, text color is difficult to see and the signs are poorly located.
			37. Identification of transit services included on real-time signage (Include operator and mode).
			Future Real-Time Signage Installations
			38. Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24 <ul style="list-style-type: none"> • In the future, add real-time signs at entry/exit gates and at AC Transit bus platforms.
			39. Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26. <ul style="list-style-type: none"> • Time, next bus and route numbers or destinations